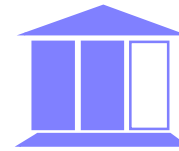


## Economics and Statistics Administration



- Decennial Census
- Statistical Infrastructure

### Bureau Context

The Economics and Statistics Administration (ESA) is the agency where economic and societal change is chronicled, understood and explained. Many of the Nation's decisions are based upon the economic and demographic information that the agency produces. ESA's mission is to:

- Help maintain a sound federal statistical system that monitors and measures America's rapidly changing economic and social arrangements
- Improve understanding of the key forces at work in the economy and the opportunities they create for improving the well-being of Americans
- Develop new ways to disseminate information using the most advanced technologies
- Support the information and analytic needs of the Commerce Department, the Executive Branch, and the Congress.

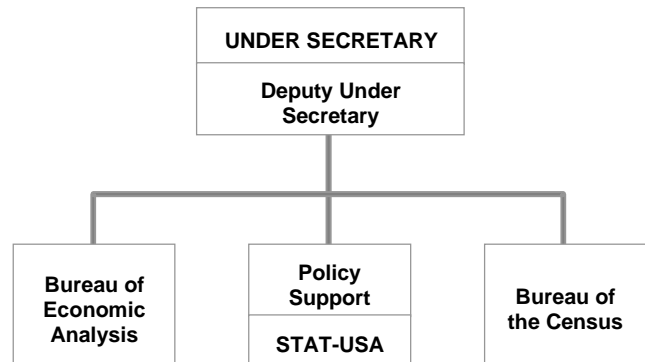
ESA's headquarters has two main roles: economic policy analysis and data dissemination. ESA's staff and programs provide vital information, analysis, and advice to Commerce and other Executive Branch departments, agencies, and officials. ESA's staff economists conduct research on the factors contributing to U.S. industrial strength and the relationship between industry performance and economic growth, including studies on the economic importance of manufacturing and service industries, and on the scope and economic impacts of electronic commerce.

ESA has developed STAT-USA, an easy to use, "one-stop shop" for data dissemination that provides a focal point for business, economic, and trade statistics. STAT-USA uses advanced information technologies to meet private sector demands for information products, including STAT-USA/Internet. Through STAT-USA, ESA also provides specialized information services to Government agencies.

### Organizational Structure

ESA comprises the Office of the Under Secretary, the Bureau of Economic Analysis (BEA) and the Bureau of the Census. While BEA and the Bureau of the Census both report to the Under Secretary, they are funded through separate appropriations. In the development of the An-

nual Performance Plan (APP), ESA has separated the bureau-level discussions of BEA and the Bureau of the Census to maintain the distinction of their bureaus and the delineation of their budget appropriations. However, because of the consistency of the goals and performance measures of the Bureau of the Census economic group and BEA, the subsequent goal-level discussion is integrated.



ESA Headquarters includes the Office of the Under Secretary and policy support staffs, and STAT-USA, which is funded through ESA's revolving fund.

# The Bureau of the Census



• Decennial  
Census  
• Statistical  
Infrastructure

## Enabling Legislation

Title 13 of the United States Code establishes a Bureau of the Census and provides for various surveys and censuses and the confidentiality thereof.

Section 401 of Executive Order 12656 directs the Secretary of Commerce to provide for the collection and reporting of census information on human and economic resources, and to maintain a capability to conduct emergency surveys to provide information on the status of these resources as required for national security.

Parts 30-100 of Title 15 of the Code of Federal Regulations contain regulations for foreign trade statistics, training of foreign participants in census procedures and general statistics, special services and studies, cutoff dates for recognition of boundary changes for the Decennial Census, furnishing personal census data from census of population schedules, procedures for challenging certain population and income estimates, and the official Bureau seal.

## Bureau Context

**The Bureau of the Census' mission is to be the preeminent collector and provider of data about the people and economy of the United States.** The goal is to provide the best mix of timeliness, relevancy, quality, and cost for the data collected and services provided. The data provided by the Bureau of the Census shape important policy decisions that help improve our Nation's social and economic conditions:

- Bureau of the Census data provide the basis for estimating gross domestic product and leading economic indicators.
- They determine the apportionment of Congressional seats, as mandated in the Constitution.
- They inform us about education, income, and health care coverage.
- They are used by national, state, and local governments to formulate policy.
- They are used by large corporations and local businesses to devise their domestic and global strategies.

The credibility, expertise, and high statistical standards of the Bureau of the Census routinely elicit response rates of 90-95 percent for household surveys and 80

percent for business surveys. This allows the Bureau of the Census to provide the most accurate and reliable information available.

The Bureau of the Census has developed four bureau-wide strategies to achieve its mission. All goal-level strategies fall within one, or a combination, of these bureau-wide strategies:

- Valuing our employees
- Innovating in our work
- Responding to our customers
- Improving public cooperation

The Bureau of the Census has identified key challenges for 2000:

- Launch Census 2000 on April 1, 2000, capture data from 130 million questionnaires and release state population totals for apportionment by 12/31/00 as required by law.
- Collect sufficient year 2000 American Community Survey (ACS) data to provide a nationwide comparison of the ACS and Census 2000 data. The ensuing analysis will enable Census to eliminate the long form questionnaire from the 2010 Census.

## Priorities and Initiatives

**Decennial Census** - To enable Congressional apportionment and distribute \$180 billion in federal grants, the Bureau of the Census will plan for and conduct the Decennial Census in the year 2000.

**Statistical Infrastructure** - With ESA and BEA, the Bureau of the Census is leading the initiative to enhance the Nation's statistical infrastructure.

## The Bureau of the Census



- Decennial Census
- Statistical Infrastructure

### National Performance Review

Vice President Gore's National Partnership for Reinventing Government (NPR), seeking to make government improvement more visible to the American public, designated 32 agencies as High Impact Agencies. As one of these High Impact Agencies, the Bureau of the Census has committed to quality, timeliness, relevancy, and cost goals that will deliver superior service to the public. This performance plan demonstrates the means and strategies to achieve that objective.

### Organizational Structure and Business Processes

The Bureau of the Census' core business is conducting large-scale censuses and surveys. Consequently, the Bureau is organized according to the subjects covered by these censuses and surveys, primarily: Economic programs, Demographic programs, and the Decennial Census program.

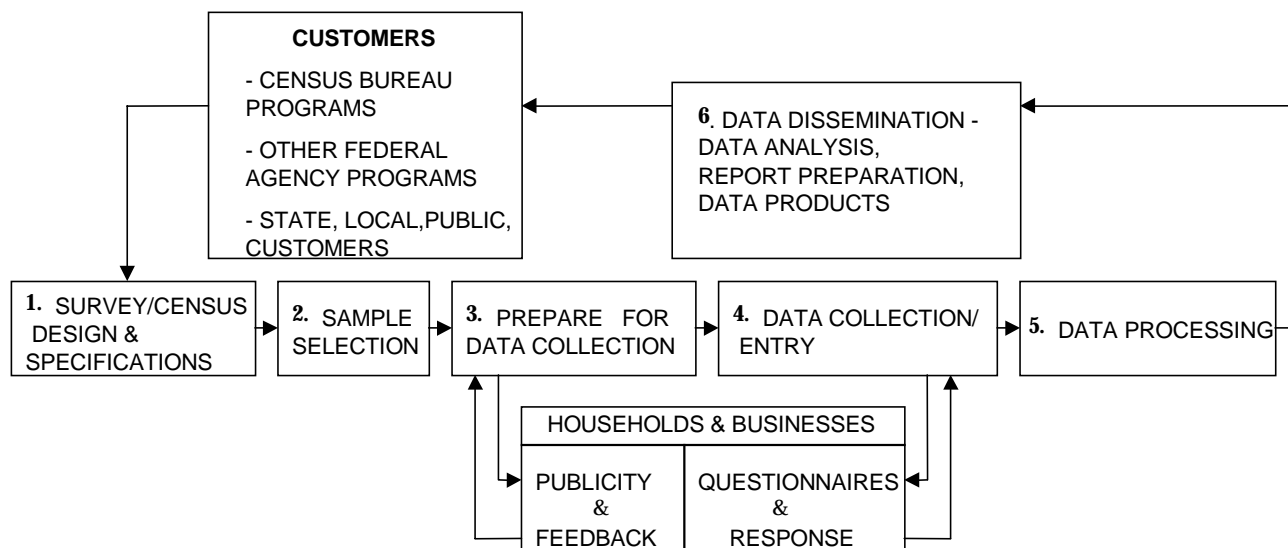


# The Bureau of the Census



- Decennial Census
- Statistical Infrastructure

## CENSUS AND SURVEY OPERATIONS



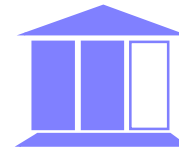
### How big is the Census?

- 275 million residents, 118 million housing units in the United States alone, 1.5 million housing units in Puerto Rico and the U. S. Island Areas
- 2.7 million applicants recruited, 300,000 jobs at peak, 475 Local Census Offices, 12 Regional Census Centers and 4 Data Processing Centers, 500 local area networks, 6,000 personal computers and 1,500 printers
- 8 million maps needed for field work, 79 million questionnaires returned within a two week period, 8 to 9 million blocks covered

### Major Milestones of the Census

- Beginning mid-March 2000 : Census questionnaires delivered
- April 1, 2000: **CENSUS DAY**
- March-May 2000: Census takers visit housing units in rural and remote areas to drop off and/or pick up forms
- April-June 2000: Census takers visit housing units that did not return census forms. This is referred to as "non-response follow-up."
- October-November 2000: All field work completed
- December 31, 2000: Apportionment counts delivered to the President
- April 1, 2001: All states receive redistricting counts

## The Bureau of the Census



- Decennial Census
- Statistical Infrastructure

### Measures and Targets Summary

Performance measures reflect the Bureau of the Census' delineation along three data types: Economic, Demographic, and Decennial. Each of these three data types is evaluated along three performance criteria: accuracy, timeliness, and relevancy (customer satisfaction). Cost parameters govern the best mix of these three criteria. BEA and the Bureau of the Census's economic census data group, who have a high degree of collaboration, share goals and performance measures.

#### Goal: Provide quality data

Measure	Target
Decennial: Net population undercount	0.1%*
Economic: Accuracy score	TBD
Demographic: Percent of household surveys attaining 100 percent of reliability specifications**	100%
Demographic: Percent of household surveys with initial response rates greater than 90 percent***	100%

#### Goal: Provide timely and relevant data

Measure	Target
Decennial: Meet all Census 2000 published data release milestones on time	100% on time
Decennial: Qualitative independent evaluations	NA
Economic: Meet all principal economic indicator published release dates on time	100% on time
Economic: Customer satisfaction ranking****	>4 (5 point scale)
Demographic: Reduce time between data collection and data release for selected household surveys	5 % annual decrease
Qualitative customer evaluation	NA

\* Assumes sampling for non-response and the integrated coverage measurement survey (ICM). This APP was developed before the recent Supreme Court ruling and assumes the use of sampling in the 2000 Census. Under that assumption, we are requesting a total Decennial budget of \$2.8 billion, a \$1.78 billion increase above FY 1999, for census implementation and associated audits. The Census Bureau will develop a plan in light of the Supreme Court ruling and estimates of any associated costs. This plan will include the use of statistical methods, as appropriate, to provide the most accurate census data possible.

\*\* Reliability: A series of statistical measurements that define the precision of a survey; e.g., standard error, coefficient of variation, and sample design effect.

\*\*\* Excludes household expenditure surveys.

\*\*\*\* This is a Bureau of Economic Analysis measure that is affected by the performance of Census economic programs.

### Resource Requirements Summary



\$3.3 billion (\$3.1 billion discretionary; \$10 million mandatory; \$185 million working capital fund)



64,208 FTEs  
Skills: Statistics, Computers, HR/Financial/Facilities/Clerical, Data Processing



IT Requirements: \$362 million for mission-critical infrastructure and architecture

## Bureau of Economic Analysis



Statistical  
Infrastructure

### Enabling Legislation

The predecessor of the Bureau of Economic Analysis (BEA) — the Bureau of Foreign and Domestic Commerce — was established under 15 U.S.C. 171 *et seq.*, which provides the authority and responsibility for the functions of BEA. The following U.S. Code citations also apply:

- 15 U.S.C. 1516 provides the Secretary of Commerce with authority to gather and distribute statistical information.
- 22 U.S.C. 286f provides that the President shall make available balance of payments information as required by the Bretton Woods Agreement Act. BEA was assigned responsibility by Executive Order No. 10033, as amended, and subsequent Departmental delegation for the collection of certain balance of payments data and the publication of the U.S. balance of payments accounts.
- 22 U.S.C. 3101 *et seq.* provides that the President shall undertake mandatory surveys of U.S. direct investment abroad and foreign direct investment in the United States. BEA was assigned responsibility for the direct investment surveys under this act by Executive Order No. 11961 and subsequent Departmental delegation.

### Bureau Context

Reliable and consistent measures of economic activity are essential to the decision-making of business people and policymakers, and to the efficient operation of financial markets. The mission of BEA is to produce and disseminate accurate, timely, relevant, and cost-effective economic accounts statistics that provide government, businesses, households, and individuals with a comprehensive, up-to-date picture of economic activity.

As the Nation's accountant, BEA develops measures and systems for collecting and interpreting vast amounts of diverse data from government and private sources. BEA combines and transforms those data into a consistent and comprehensive picture of economic activity, which is summarized by the estimates of gross domestic product (GDP). BEA's national, regional, and international economic accounts form much of the core of the federal statistical system, which in turn is critical to sound economic decisions by businesses, individuals, state and local governments, and federal institutions, such as the

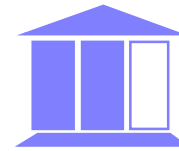
Treasury Department and the Federal Reserve. These data provide many of the yardsticks by which the health and potential of the economy are judged. They affect every American who runs a business, saves for retirement, or takes out a mortgage. BEA data are also essential to the Federal government, providing information for policy development.

The major issue confronting BEA is the need to improve the accuracy and reliability of its economic accounts estimates. For example, there has been growing concern in the economic community over the "statistical discrepancy," i.e., the difference between GDP, as measured by final expenditures for the goods and services produced by the U.S. economy, and gross domestic income (GDI), an alternative output measure that is derived by totaling the costs incurred and the incomes earned in the production of those goods and services. The discrepancy between these measures, which in theory should be equal, calls into question the accuracy of BEA's estimates. BEA is pursuing many initiatives to improve the accuracy and reliability of its estimates, including working with the Bureau of the Census, the Bureau of Labor Statistics, and other source data agencies to provide comprehensive coverage of services and other new and rapidly expanding sectors of the U.S. economy.

### Priorities and Initiatives

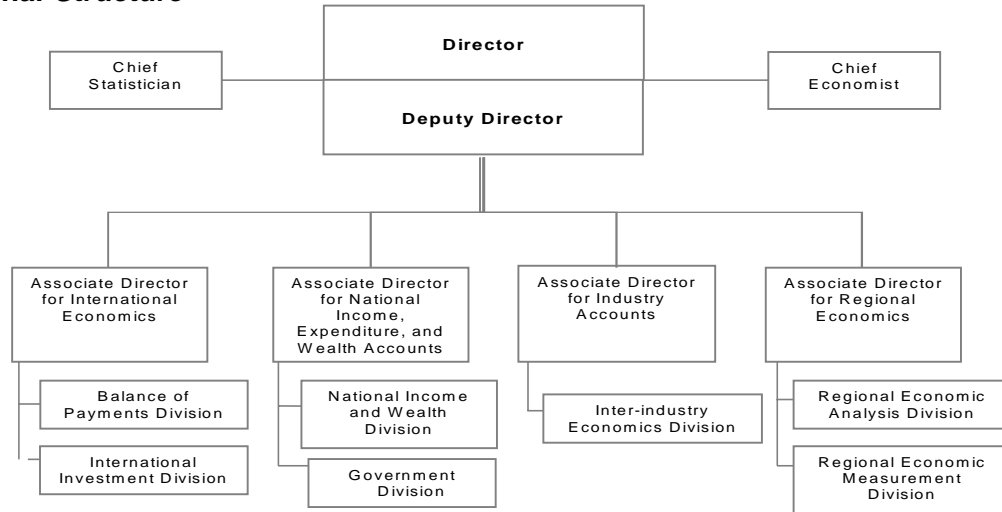
**Statistical Infrastructure** — BEA supports the Statistical Infrastructure initiative. Changes in the economy, loss of key source data, the need to update existing source data, and other economic measurement problems are major factors that affect the accuracy and coverage of BEA's economic accounts. BEA proposes to address these issues by undertaking source data improvement initiatives that will provide better measures of (1) services and other key product-side components and (2) compensation and other key income-side components.

# Bureau of Economic Analysis



Statistical  
Infrastructure

## Organizational Structure



## Measures and Targets Summary

BEA and the Bureau of the Census's economic census data group, who have a high degree of collaboration, share goals and performance measures.

### Goal: Provide quality data

#### Measure

Accuracy score (as determined by evaluation system - on a scale of 100)

#### Target

>85

### Goal: Provide timely and relevant data

#### Measure

Mean Customer Satisfaction Rating  
(on a scale of 1 to 5)

>4

Percent of scheduled releases on time

100%

## Resource Requirements



\$49 million



475 FTEs  
Skills: Economists, Accountants, Statisticians, Computer Specialists



#### IT Requirements:

Optimum performance of LAN system requires:

- Re-engineering of critical applications
- Construction of comprehensive database architectures
- Implementation of secure electronic bridges to data suppliers & customers
- Development of effective analytical tools

## ESA: Census and BEA

Provide quality data



- Decennial Census
- Statistical Infrastructure

### Rationale for/Comments on Performance

#### Goal:

Accurate measures of our Nation's economic activity and demographic composition are critical to the efficient allocation of resources through political appropriation and private markets. Their impact can be seen in federal budget projections, where a downward revision of 0.5 percentage points in real GDP growth — roughly the size of the difference between income- and product-side GDP estimates in recent years — can cause projected budget deficits to increase by \$200 billion over 5 years. Over \$110 billion in federal grants to states are directly linked to BEA's estimates of regional income and product. The Bureau of the Census' Census 2000 determines voting districts and Congressional representation.

In large part, the success of BEA and Census is measured by public trust in the quality of their data. The scope of Census' information collection activities is unmatched and not easily replicated. Although there is no lack of quick polling and national studies by firms with strong reputations, the foundation for most of these studies is Bureau of the Census data. The accuracy and scope of the Bureau of the Census data provide benchmarks against which to judge the accuracy of other surveys.

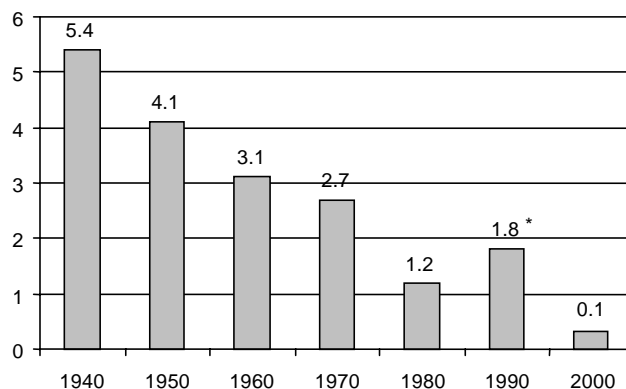
Improving data quality is fundamental to the Secretarial objective of enhancing our Nation's statistical infrastructure. Census has been designated a High-Impact Agency by the National Partnership for Reinvention of Government (NPR). The Bureau of the Census' NPR quality goal for Census 2000 will be achieved by executing the most complete and accurate census ever at the lowest possible cost to taxpayers.

This APP was developed before the recent Supreme Court ruling and assumes the use of sampling in the 2000 Census. Under that assumption, we are requesting a total Decennial budget of \$2.8 billion, a \$1.78 billion increase above FY 1999, for census implementation and associated audits. The Census Bureau will develop a plan in light of the Supreme Court ruling and estimates of any associated costs. This plan will include the use of statistical methods, as appropriate, to provide the most accurate census data possible.

### Census 2000 Data Quality

#### Measure: Net population undercount

Percent Net Undercount 1940-2000



\* Corresponding measure from 1990 Post Enumeration Survey is 1.6

### Data Validation and Verification

**Data collection:** During the Integrated Coverage Measurement (ICM) quality check, people counted in the ICM will be compared with those enumerated in the census. After the matching is completed, a field interview will reconcile selected cases. Following that, the Bureau will use statistical procedures to produce a "one-number" census and meet the net undercount performance target.

**Frequency:** The measure will be obtained at the conclusion of the ICM.

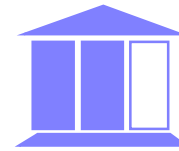
**Data storage:** Internal Census databases

**Verification:** The Bureau will adhere to a documented statistical methodology that is documented and reported publicly.

**Comments:** The success of the ICM will mean the performance measure has been attained.

## ESA: Census and BEA

### Provide quality data (cont.)



- Decennial Census
- Statistical Infrastructure

#### Economic Census/BEA Data Quality

**Measure: Accuracy score (as determined by comprehensive evaluation system) on a scale of 100**

Year	1997	1998	1999	2000	2001
Target	NA	NA	85 (est.)	>85	>85

#### Data Validation and Verification

<b>Target:</b>	>85 - Evaluation system is under development; thus, performance targets are preliminary.
<b>Data collection:</b>	Data to be evaluated are major aggregate estimates regularly produced and publicly released by BEA.
<b>Frequency:</b>	Measure will be compiled annually.
<b>Data storage:</b>	Estimates to be evaluated are publicly released by BEA and are available in news releases, in the <a href="#">Survey of Current Business</a> , and on BEA's Internet site.
<b>Verification:</b>	BEA's estimates are a matter of public record, and its methodology for evaluating the data will be made available.
<b>Comment:</b>	Although the measure will be evaluated by BEA, it will also serve as a performance measure / target for the economic Census data group as their data collection procedures contribute to the ultimate success in attaining quality statistical measures. Predetermined (and documented) evaluation scheme will be applied to estimates of major aggregates in BEA's economic accounts to produce a numerical score (maximum=100). The evaluation will take into account the coverage and timeliness of the source data; the reliability of the estimate in measuring the level, changes, and composition of economic activity; and the compliance of the source data and methods with current statistical standards.

#### Demographic Data Quality

**Measure: Percentage of household surveys attaining 100% of specified reliability measures**

Year	1997	1998	1999	2000	2001
Target	100%	100%	100%	100%	100%
Actual	100%	TBD	TBD	TBD	TBD

#### Data Validation and Verification

<b>Data collection:</b>	Performance measure data on reliability is collected, calculated and assessed as the surveys are tabulated.
<b>Frequency:</b>	Performance measures are available at the time of a survey's public data release.
<b>Data storage:</b>	Survey performance data are in Census Bureau data bases and are published in public press releases and data reports (Source and Reliability Statements in every release)
<b>Verification:</b>	The Bureau maintains and adheres to methodological standards that are documented and reported publicly.
<b>Comment:</b>	Reliability measurements are a series of statistical measurements that define the precision of a survey; e.g., standard error, coefficient of variation, and sample design effect. The customer and the Census Bureau jointly determine reliability specifications before the survey is commissioned.

## ESA: Census and BEA

Provide quality data (cont.)



- Decennial Census
- Statistical Infrastructure

**Measure: Percentage of household surveys with initial response rates >90%**

Year	1997	1998	1999	2000	2001
Target	100%	100%	100%	100%	100%
Actual	100%	TBD	TBD	TBD	TBD

### Data Validation and Verification

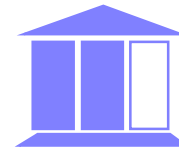
- Data collection:** Response rates are monitored as the responses are collected in the field.
- Frequency:** Performance measures are available at the time of a survey's public data release.
- Data storage:** Survey performance data are in Census Bureau data bases and are published in public press releases and data reports (Source and Reliability Statements in every release)
- Verification:** The Bureau maintains and adheres to methodological standards that are documented and reported publicly.
- Comment:** Some household surveys are designed to follow respondents when they move to new locations. These "longitudinal design" surveys typically have response rates that decline below the 90% initial rate over time. These lower rates are reported when data are released. This measure excludes household expenditure surveys.



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## ESA: Census and BEA

### Provide quality data (cont.)



- Decennial Census
- Statistical Infrastructure

### Means and Strategies

Strategy or Rationale	Means or Activity	Output Indicators
<b>Census 2000 Data Quality</b>		
Use Technology Intelligently	<ul style="list-style-type: none"> <li>• Digital "capture" of forms for reading handwriting and faster processing</li> <li>• Sophisticated "matching" software for quality control</li> </ul>	<p>Successful implementation of these strategies will be evident by adherence to the following calendar year 2000 key milestones for Census 2000:</p> <ul style="list-style-type: none"> <li>• Reach budgeted mail response rate (67%) by 4/27/00</li> <li>• Reach non-response follow-up of 90% for all census tracts by 6/8/00</li> <li>• Complete ICM procedures by 11/22/00</li> </ul> <p>Deliver State population counts by 12/31/00</p>
Use Statistical Methods (This APP was developed before the recent Supreme Court ruling and assumes the use of sampling in the 2000 Census. The Census Bureau will develop a plan in light of the Supreme Court ruling and estimates of any associated costs. This plan will include the use of statistical methods, as appropriate, to provide the most accurate census data possible.)	<ul style="list-style-type: none"> <li>• Using sampling to gather information from nonrespondents</li> <li>• Use a large-scale quality check survey – the Integrated Coverage Measurement Survey – to produce a "one-number" census.</li> </ul>	
Build Partnerships at every stage of the process - Enhance address file	<ul style="list-style-type: none"> <li>• Build partnerships with the U.S. Postal service to increase access to addresses</li> </ul>	
Build Partnerships at every stage of the process – Contract out	<ul style="list-style-type: none"> <li>• Contract with world class companies for advertising and promotion, data capture and facilities management</li> <li>• Use private sector partnerships for major census processes</li> </ul>	
<b>Economic Census / BEA Data Quality</b>		
<b>Economic Census: Data Collection</b>		
Increase coverage of services sector industries	<ul style="list-style-type: none"> <li>• Conduct new Information and Financial industry surveys</li> <li>• Collect and provide more detailed measures and financial data for selected industries</li> <li>• Collect and provide annual estimates for construction industries and improved coverage of nonresidential reconstruction</li> <li>• Collect and provide expenditure and investment information from state and local governments.</li> </ul>	<ul style="list-style-type: none"> <li>• % coverage rate increase</li> </ul>
<b>BEA: Statistical Measures</b>		
Develop new and improved measures of output (real GDP) and prices	<ul style="list-style-type: none"> <li>• Extend quality adjustments to more products</li> <li>• Develop new concepts and methods for measuring difficult-to-measure and rapidly-growing goods and services</li> <li>• Develop new and updated source data for key components</li> <li>• Improve chain-weighted analytical devices</li> <li>• Improve real GDP-by-industry and real gross state product estimates</li> <li>• Incorporate improved CPI data</li> <li>• Further implementation of NAICS classification system</li> <li>• Develop independent estimates for not-for-profit sector</li> </ul>	<ul style="list-style-type: none"> <li>• # of new quality adjustments implemented</li> <li>• # of improvements implemented</li> <li>• # of key components addressed</li> <li>• # of improvements implemented</li> <li>• # of improvements implemented</li> <li>• # of improved CPI indexes used</li> <li>• Volume of data on NAICS basis</li> <li>• % of nonprofit sector accounted for</li> </ul>

## ESA: Census and BEA

Provide quality data (cont.)



- Decennial Census
- Statistical Infrastructure

### Means and Strategies (cont.)

Strategy or Rationale	Means or Activity	Output Indicators
<b>Economic Census / BEA Data Quality</b>		
<b>BEA: Statistical Measures</b>		
Provide updated measures of the Nation's investment, saving, and wealth	<ul style="list-style-type: none"> <li>• Expand empirical work on used asset prices</li> <li>• Improve treatment of computer software in economic accounts</li> </ul>	<ul style="list-style-type: none"> <li>• Change in value of capital stock</li> <li>• Change in value of software</li> </ul>
Provide improved measures of U.S. international trade and finance	<ul style="list-style-type: none"> <li>• Publish more detailed data on trade in services between U.S. companies and their foreign affiliates</li> <li>• Incorporate NAICS in benchmark survey results</li> <li>• Extend annual selected services surveys to collect key data quarterly</li> <li>• Eliminate gaps and overlaps between direct and portfolio investment</li> <li>• Develop means for collecting data on derivatives and new financial instruments</li> <li>• Develop estimates of understated exports and imports of goods</li> </ul>	<ul style="list-style-type: none"> <li>• Change in number of service categories covered</li> <li>• Volume of data on NAICS basis</li> <li>• Increase in frequency of data updates</li> <li>• Change in value of international investments</li> <li>• Volume of data collected</li> <li>• Increase in estimated exports and imports of selected goods</li> </ul>
<b>Demographic Data Quality</b>		
Develop innovative measures to reduce non-response	<ul style="list-style-type: none"> <li>• Investigate the use of incentives to respond</li> </ul>	<ul style="list-style-type: none"> <li>• Report on incentives to respond</li> </ul>
Test alternative questionnaire designs to improve response rate	<ul style="list-style-type: none"> <li>• Sample households nationwide to develop improved methods</li> </ul>	<ul style="list-style-type: none"> <li>• Report on success of alternative questionnaire</li> </ul>
Improve employee / respondent contact to increase response	<ul style="list-style-type: none"> <li>• Participate in new employee "goal sharing" to determine better performance incentives for field interviewer staff</li> </ul>	<ul style="list-style-type: none"> <li>• Report on better performance incentives</li> </ul>

## ESA: Census and BEA

### Provide quality data (cont.)



- Decennial Census
- Statistical Infrastructure

#### Crosscutting Activities

- *BEA, the Bureau of the Census, the Bureau of Labor Statistics (BLS), and the Internal Revenue Service (IRS):* BEA works closely with source data agencies, including Census, BLS, and the IRS, to make them aware of BEA's data needs and to encourage their cooperation in meeting those needs.
- *Interagency Council on Statistical Policy:* Under the auspices of the Office of Management and Budget, both BEA and the Bureau of the Census are major participants in the Interagency Council on Statistical Policy, which works to improve collaborative activities of federal statistical agencies. Activities of the council have led to standardization of data and concepts, transfers of technology, methodology exchange, collaborative research, process improvement, improved customer service, reduced respondent burden, and infrastructure sharing.
- Additionally, the Bureau of the Census participates in numerous non-statistical federal agency activities, such as being a data supplier, a survey collection resource, and an advisory and research resource.

#### External Factors

- The Congress has required the Bureau of the Census to develop an alternative to the sampling methodology. The alternative – if mandated by Congress – will not achieve the net undercount performance measure.
- While improvements in BEA's estimation methods can offset some of the deficiencies in the source data, BEA's ability to move forward with improvements in its economic accounts is constrained by the quality and availability of the source data produced by other government agencies and private organizations.
- Survey non-response rates continue to rise, perhaps affected by public perception. The Bureau of the Census' strategies address segments of this problem. Many aspects of public non-response are beyond the Bureau of the Census' control.

#### Resource Requirements



\$3.3 billion (\$3.1 billion discretionary; \$10 million mandatory; \$185 million working capital fund)



64,208 FTEs  
Skills: Statistics, Computers, HR/Financial/Facilities/Clerical, Data Processing



IT Requirements: \$362 million for mission-critical infrastructure and architecture

## ESA: Census and BEA

Provide timely and relevant data



- Decennial Census
- Statistical Infrastructure

### **Rationale for/Comments on Performance Goal:**

To meet the needs of their users, BEA and the Bureau of the Census must produce and disseminate timely and relevant data. No matter how high the quality of the estimate is, the data are of no use until they are available to the data users. Thus, BEA and Census strive to release their estimates as soon as reasonably possible, to publish a schedule of future release dates, and to consistently meet that schedule. In addition, the usefulness of BEA's estimates depends on how well they meet the needs of the broad range of data users. Therefore, achieving a high level of customer satisfaction is an important measure of the success of BEA's programs.

Providing relevant economic data in a timely manner supports the Secretary's initiative to enhance the Nation's statistical infrastructure. It is vital that the most meaningful economic measures be promptly available to the business people, policymakers, and ordinary citizens who rely on them to make intelligent decisions. As a High Impact Agency, the Bureau of the Census will improve the timeliness and relevancy of its data by fostering partnerships and implementing internal reinvention.

### **Census 2000 Data Timeliness and Relevancy** **Timeliness Measure: 100% of legally mandated data releases made on schedule**

<u>Milestone</u>	<u>Date</u>
Release state population totals for apportionment	12/31/01
Release tabulations for redistricting (P.L. 94-171)	3/31/00

### **Relevancy Measure (Customer Satisfaction): Independent evaluations**

#### **Data Validation and Verification**

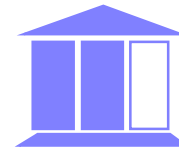
<b>Target:</b>	Not applicable
<b>Data collection:</b>	Data/evaluation release dates will be published in advance
<b>Frequency:</b>	As scheduled
<b>Data storage:</b>	Public data releases and through public (Internet) access to the Bureau's Data Access and Dissemination System
<b>Verification:</b>	By comparison with published schedule(s)
<b>Comment:</b>	Independent evaluations will provide qualitative input into determining customer satisfaction and relevancy. Evaluations will be carried out by Bureau Directorates independent of the Decennial Census Directorate. Statistical quantitative measures are a key feature of these evaluations. Primarily, these evaluations are used for demographic analysis and form the basis for designing the next Decennial Census. Progress toward incorporating these evaluations can be observed in adherence to the Bureau's evaluation schedule.

#### **Data Validation and Verification**

<b>Data collection:</b>	Data/evaluation release dates will be published in advance
<b>Frequency:</b>	As scheduled
<b>Data storage:</b>	Public data releases and through public (Internet) access to the Bureau's Data Access and Dissemination System
<b>Verification:</b>	By comparison with published schedule(s)

## ESA: Census and BEA

Provide timely and relevant data (cont.)



- Decennial Census
- Statistical Infrastructure

### Economic Census / BEA Data Timeliness and Relevancy

#### **Timeliness Measure: % of scheduled releases issued on time**

<u>Year</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
Target	100%	100%	100%	100%	100%
Actual	100%	100%	TBD	TBD	TBD

#### **Data Validation and Verification**

<b>Data collection:</b>	Annual schedule of BEA release dates as published each December in the <u>Survey of Current Business</u> and BEA records of actual release dates.
<b>Frequency:</b>	Measure will be compiled annually; however, because releases are issued throughout the year, the measure can be evaluated at any time.
<b>Data storage:</b>	BEA's Current Business Analysis Division maintains a schedule of next year's release dates and records of actual release dates. Both sets of information are publicly available on BEA's Internet site.
<b>Verification:</b>	Records of scheduled and actual release dates are a matter of public record.
<b>Comment:</b>	BEA's release schedule, covering about 50 releases in the coming calendar year, is made public each December. It is available in the <u>Survey of Current Business</u> , in BEA releases, on the BEA web site, and by request. In those rare cases where a scheduled release date must be changed, the change is publicly announced as far in advance as possible. For purposes of computing this measure, a release whose date has been changed is considered on time if (1) the new date was publicly announced one month or more in advance of the originally scheduled date, and (2) the actual release meets the new date. While BEA maintains this measure, the Census economic program affects the performance.

### **Relevancy Measure (Customer Satisfaction): Mean customer satisfaction rating (on scale of 1 to 5)**

<u>Year</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
Target	NA	NA	>4.0	>4.0	>4.0

#### **Data Validation and Verification**

<b>Data collection:</b>	BEA customer satisfaction survey (under development).
<b>Frequency:</b>	TBD
<b>Data storage:</b>	Survey will be conducted and results analyzed by BEA. Raw data and all computations leading to final results will be retained by BEA.
<b>Verification:</b>	Survey results will be reported by BEA in its annual Customer Satisfaction Report, published in each September issue of the <u>Survey of Current Business</u> .
<b>Comment:</b>	BEA is developing a new customer satisfaction survey that it will use in FY 1999. This new survey will use a rating scale of 1 to 5. This survey will ask customers to evaluate such factors as the accessibility, timeliness, quality, usefulness, and pricing of BEA's products and services. BEA is also exploring other means of gathering information on customer satisfaction, such as customer comment cards. Although this is a BEA measure, it is affected by the performance of Census economic programs.

## ESA: Census and BEA

Provide timely and relevant data (cont.)



- Decennial Census
- Statistical Infrastructure

### Demographic Data Timeliness and Relevancy

**Timeliness Measure: Annual reduction from time of data collection to data release for selected household surveys**

Year	1998	1999	2000	2001
<u>Survey Income and Program Participation - Core Data</u>				
Target (months)	18	12	8	NA
<u>Survey of Program Dynamics</u>				
Target (months)	18	15	12	NA

### Data Validation and Verification

<b>Target:</b>	Expect 5% minimum annual improvement; up to 33% per above chart in recent years
<b>Data collection:</b>	Data collection dates are published in advance. These set the baseline for release dates
<b>Frequency:</b>	As scheduled
<b>Data storage:</b>	Census Bureau databases and public data releases
<b>Verification:</b>	By comparison with past release dates. Official responses to customers will verify customer satisfaction.
<b>Comment:</b>	Many long-standing household surveys have reached optimal release times, e.g., the monthly Current Population and Housing Vacancy Surveys. This measure addresses newer surveys and survey supplements, such as the Survey Income and Program Participation and the Survey of Program Dynamics.

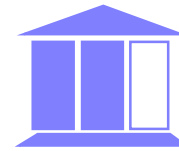
### General, Non-Quantitative Relevancy Measure (Customer Satisfaction): Qualitative feedback and evaluation

#### Data Validation and Verification

<b>Data collection:</b>	Data collection dates are published in advance. These set the baseline for release dates.
<b>Frequency:</b>	As scheduled
<b>Data storage:</b>	Census Bureau databases and public data releases
<b>Verification:</b>	By comparison with past release dates.
<b>Comment:</b>	Regular interactions with customers are the primary source for information on relevancy and customer satisfaction. Feedback and evaluation comes from Congress, and other federal agencies who legislate or plan and implement programs. Our customers in most cases are also our cooperative partners in the statistical, and demographic analysis professions. The measure of our customer success lies in the open, regular, professional and often daily interactions - a circumstance not quantifiable in a meaningful way. However, this constant interaction leads to a continuous evaluation process built into our operations.

## ESA: Census and BEA

Provide timely and relevant data (cont.)



- Decennial Census
- Statistical Infrastructure

### Means and Strategies (Address both timeliness and relevancy)

Strategy or Rationale	Means or Activity	Output Indicator
<b>Census 2000 Data Timeliness and Relevancy</b>		
Build partnerships at every stage of the process	<ul style="list-style-type: none"> <li>• Develop partnerships with:               <ul style="list-style-type: none"> <li>- state, local, and tribal governments to correct address lists, publicize the census, alert us to problems</li> <li>- Community groups to communicate with their constituents</li> </ul> </li> <li>• Use private sector partnerships for major census processes</li> </ul>	Successful implementation of these strategies will be evident by adherence to the following calendar year 2000 key milestones for Census 2000: <ul style="list-style-type: none"> <li>• Reach budgeted mail response rate (67%) by 4/27/00</li> <li>• Reach non-response follow-up of 90% for all census tracts by 6/8/00</li> <li>• Complete ICM procedures by 11/22/00</li> </ul>
Simplify the means to respond to the census and use technology intelligently to ensure high initial response rate	<ul style="list-style-type: none"> <li>• Develop user friendly, simplified questionnaires</li> <li>• Develop multiple ways to respond and to get assistance</li> <li>• Digital "capture" of forms for reading handwriting and faster processing</li> <li>• Sophisticated "matching" software for quality control</li> <li>• Contract to world class companies for advertising and promotion, data capture and facilities management</li> <li>• Use private sector partnerships for major census processes</li> </ul>	
<b>Economic Census/BEA Data Timeliness and Relevancy (Customer satisfaction and cooperation)</b>		
Economic Census: Data Collection	• Implement a small company Ombudsman as a single point of contact for small companies	# of small companies served by ombudsman
Focus on assisting small business	• Establish partnerships with business groups	# of new partnerships with business groups
Reduce respondent burden	• Establish a Large Company Reporting unit and establish electronic links with companies	# of company visits to gather and share information
Increase "digital" data collection	• Expand electronic reporting; e.g. data collection on diskette, internet formats, new software tools	# of companies filing electronically
<b>BEA: Statistical Measures</b>		
Reduce respondent burden	• Develop electronic filing of BEA's surveys of direct investment and international services	# of survey responses received electronically
Increase efficiency of data transfers	• Develop standardized data transfer and on-line interactive editing and processing systems for source data across national, regional, and international programs	# of critical processing systems re-engineered
<b>ESA: Data Dissemination</b>		
Increase customer accessibility (with BEA)	• Deliver data products to a wide range of customers through Internet and other electronic gateways, such as STAT-USA	<ul style="list-style-type: none"> <li>• # of downloads</li> <li>• # of customer subscriptions</li> </ul>
Provide information on economic events and the workings of the economy	<ul style="list-style-type: none"> <li>• Provide information, analyses, and guidance on pending economic policy decisions</li> <li>• Use STAT-USA as a focal point for business, economic, and trade data dissemination</li> </ul>	<ul style="list-style-type: none"> <li>• # of studies and analyses</li> <li>• # of subscriptions to STAT-USA/Internet -- 1998 Actual = 4161, 1999 Estimate = 5161, 2000 Estimate = 6161</li> <li>• 15% reduction in posting delay of time-sensitive economic news</li> <li>• improvement in customer satisfaction</li> </ul>
<b>Demographic Data Timeliness and Relevancy</b>		
Improve data accessibility	Provide data in easily accessible forms, focusing on the internet for immediate user access	<ul style="list-style-type: none"> <li>• # of internet hits</li> <li>• Increased amount of data available on-line</li> </ul>
Increase value to respondents	Distribute "give-back" information brochures about local communities	# of surveys which use informational and promotional materials to enhance respondent understanding and cooperation

## ESA: Census and BEA

### Provide timely and relevant data (cont.)



- Decennial Census
- Statistical Infrastructure

#### Crosscutting Activities

- *Economic and Export Agencies:* STAT-USA originates few of the many thousands of files in its information base. Rather, it obtains files from major economic agencies in the government (BEA, Census, BLS, and the Federal Reserve) and agencies providing export information (Census, ITA, State Department, and others). STAT-USA also provides information technology (IT) solutions to other Commerce agencies to help them meet their IT needs
- *The Bureau of the Census and the Bureau of Labor Statistics (BLS):* Scheduling of BEA's releases is based on the availability of source data provided by other agencies, including the Bureau of the Census and BLS.
- The Bureau of the Census participates in numerous non-statistical federal agency activities such as being a data supplier, a survey collection resource, and an advisory and research resource.

#### External Factors

- The Congress has required the Bureau of the Census to develop an alternative to the sampling methodology for Census 2000. Implementation of the non-sampling alternative, or additional Congressional content and procedural directives, including funding or timing restrictions, may adversely affect the operation schedule of the Census and the Bureau's ability to meet timeliness targets.
- This APP was developed before the recent Supreme Court ruling and assumes the use of sampling in the 2000 Census. Under that assumption, we are requesting a total Decennial budget of \$2.8 billion, a \$1.78 billion increase above FY 1999, for census implementation and associated audits. The Census Bureau will develop a plan in light of the Supreme Court ruling and estimates of any associated costs. This plan will include the use of statistical methods, as appropriate, to provide the most accurate census data possible.
- Getting businesses to respond electronically to improve timeliness depends on their voluntary cooperation and technological capabilities.

- The ability of BEA to meet its news release schedule could be affected by events beyond its control. Any releases delayed because of such extreme conditions would be excluded from the performance measure.
- The ability of BEA to conduct a customer satisfaction survey depends on funding availability, OMB approval of the survey, and customer cooperation in voluntarily responding. Failure to conduct the survey would greatly limit BEA's means of documenting its success in serving its customers.

#### Resource Requirements



\$3.3 billion (\$3.1 billion discretionary; \$10 million mandatory; \$185 million working capital fund)



64,208 FTEs  
Skills: Statistics, Computers, HR/Financial/Facilities/Clerical, Data Processing



IT Requirements: \$362 million for mission-critical infrastructure and architecture